LinkedIn Workshop
ViP Week 2
Why do I need a LinkedIn?

**Recruiters**
- 94% of job recruiters use LinkedIn to find and reach out to candidates (plus employers will see it if they Google you)

**Network**
- Even if you aren’t searching for jobs, you can still make connections for down the road

**Apply to Jobs**
- Many companies let you apply through LinkedIn, and you can simply upload your profile

**Research Companies**
- You can look at companies/industries that interest you (and prepare for interviews)
Name

Headshot
- Can use the one you took with ViP!
- Make sure you are alone and the picture looks professional

Custom URL
- Change from the default
Privacy Settings

How others see your LinkedIn activity

Profile viewing options
Choose whether you’re visible or viewing in private mode

Select what others see when you’ve viewed their profile

Your name and headline:
Madeline Hunt
Arguing Geophysics | Interested in Volcanic Seismology and Communicating Science | Experience in Python, MATLAB, and R;
Raleigh-Durham-Chapel Hill Area | Research

Private profile characteristics

Private mode
Anonymous LinkedIn Member
Headline
- Sum up your professional identity in a short phrase
- Will default to your current job if you don’t edit it
- 120 characters

1. Include area of study
2. Intended career path (“aspiring”)
3. If you’re looking for jobs, can put “seeking” and describe what you want to do
4. Use specific keywords (like Python, etc.)

Aspiring Geophysicist | Interested in Volcano Seismology and Communicating Science | Experience in Python, MATLAB, and R
Experience
- Include work experience as well as research experience or internships here

Education
- Connect to UNC alumni

Volunteer Experience

Skills

Accomplishments
- Publications, courses, poster presentations (can add in projects?)

Recommendations
- Request recommendations and endorsements of skills from previous employers
About/Summary

- Brief description about what you have done, are currently doing, and what you’re interested in
- 2000 characters
- Kind of like a personal statement

1. Short statement about what you do currently (what are you studying, are you doing any research?)
2. What do you love? What are you passionate about? (what do you want to do, if you aren’t already doing it?)
3. List or describe your accomplishments and skills
4. Make sure to include keywords or core competencies (next slide!)
   a. Look at jobs/research you are interested in and use keywords in the descriptions in your profile
5. Talk about extracurriculars: what do you do outside of classes?
6. If you are looking for jobs or networking, you can mention that
Core Competencies

a.k.a key soft “resume skills”

Also look at APS Skills Inventory:
https://www.aps.org/careers/guidebook/skills.cfm

- Active Listening
- Analytical Skills
- Collaboration
- Communication
- Conflict Resolution
- Creativity
- Critical Thinking
- Decision Making
- Flexibility
- Interpersonal
- Management Skills
- Leadership
- Organization
- Public Speaking
- Problem Solving
- Teamwork
- Technical Writing
- Time Management
- Troubleshooting
- .....
Examples

- There are many great examples online!
  - https://www.jobscan.co/blog/linkedin-summary-examples/

I am a hardworking college senior currently doing research on infrasound data from cannon blasts. I will use this data to create a model of how these infrasound waves propagate through the atmosphere. Infrasound and seismology research is a new love for me. I had the opportunity to travel to Chile and deploy infrasound sensors on a volcano recently, which reinvigorated my passion for field work. I have known that I enjoy coding for a few years, and this type of research combines my passion for field work and programming into one.

This summer, I participated in an REU at the University of Hawaii, where I simulated thrust faults at subduction zones in MATLAB. Through this experience, I got more comfortable coding and problem-solving independently, but learning to ask for help when I really need it. However, I also learned that I don’t want to spend my career working with simulations -- I am much more interested in analyzing actual data, and going into the field to collect it.

Communicating science effectively is very important to me. I recently won “Best Poster Presentation” Award at the Conference for Undergraduate Women in Physics. I strongly believe in making research easy for others to understand -- this is how ideas are effectively shared and everyone is involved in the science process. Having a well-thought out poster or presentation at a conference is just one way to do this. Reaching out to the community to do demos is another, and one that I am just as passionate about.

Outside of research, I am the Director of Outreach for the UNC Visibility in Physics club. Through this position, I have helped organize outreach events, and presented physics demos to kids in the community. I also paint, read, and go hiking in my free time!

Skills: Python, MATLAB, R, physical modeling, inverse theory, infrasound, continuum mechanics, data analysis, signal processing, field work, technical writing

I am currently seeking jobs for after graduation, so please reach out to me via email (madhunt@live.unc.edu)!
Create Your LinkedIn!

Work on your LinkedIn page and we will be around as a resource to help!
LinkedIn/networking
How to use LinkedIn to be more visible

- Comment on other people’s posts
- Keep up with industry news
- Add connections to your network
- Update your experience as it happens
- Research companies and stay in touch with interviewers
- Type school name into search bar to see alumni
  - Find people at companies you’re interested in
Shannon Goad
2020 Technology Analyst at BlackRock
Chapel Hill, North Carolina · 500+ connections · Contact info

About

I am a senior at UNC Chapel Hill pursuing a B.S. in computer science with a second major in mathematics. At school, I currently work as an undergraduate teaching assistant for COMP 401 (Foundations of Programming) within the Department of Computer Science, and I volunteer with Girls Who Code.
### Experience

**Teaching Assistant**
*Girls Who Code*

Aug 2019 – Present · 4 mos  
Chapel Hill, NC

- Teaching middle and high-school-aged girls how to code in Python
- Leading discussions about the history of women in computing

**2020 Technology Analyst**
*BlackRock*

Oct 2019 – Present · 2 mos  
Greater New York City Area

**Undergraduate Teaching Assistant**
*UNC Department of Computer Science*

Jan 2019 – Present · 11 mos  
Chapel Hill, NC

- Teaching weekly recitations of 30 students using in-person programming demos of OOP concepts
- Leading 3 weekly cohort meetings of 7 students each to practice problems and review course material

**Rewriting the Code Fellow**
*Rewriting the Code*

Jun 2019 – Present · 6 mos  
Raleigh-Durham, North Carolina Area

Recipient of RTC Fellowship 2019-2020
Education

**University of North Carolina at Chapel Hill**
Bachelor of Science - BS, Mathematics and Computer Science  
2017 – 2020  
Activities and Societies: Honors Carolina, Computer Science Student Ambassadors, Women in Computer Science, COMP 401 TA, Girls Who Code

**Grapevine High School**
Texas Distinguished High School Diploma, General Studies  
2013 – 2017  
Activities and Societies: Student Body President, Varsity Dance Senior Lieutenant, National Honor Society, National Art Honor Society, National Spanish Honor Society, Mu Alpha Theta

Skills & Endorsements

**Team Leadership**: 17
Endorsed by 2 of Shannon's colleagues at Girls Who Code

**Java**: 10
Endorsed by 2 of Shannon's colleagues at Girls Who Code

**Critical Thinking**: 14
Endorsed by Jacob W. Dallin, who is highly skilled at this
Endorsed by 3 of Shannon's colleagues at UNC Department of Computer Science

Skills endorsed by colleagues
Accomplishments

16 Courses
- Algorithms and Analysis
- Artificial Intelligence
- Business Communications
- Computer Organization
- Data Structures
- Differential Equations
- Discrete Math
- Effective Peer Teaching in Computer Science
- Foundations of Computer Programming
- Linear Algebra
- Little Languages
- Mechanics
- Models of Language and Computation
- Multivariable Calculus
- Quantum Computing
- Real Analysis

5 Honors & Awards
- UNC CS Grace Hopper Scholarship Recipient
- Rewriting the Code Fellow
- Bandwidth Best Use of Messaging API
- JP Morgan Best Hack for Social Good
- National Merit Scholar

2 Projects
- AuntFlo
- Find Your Flex

Technical coursework

Relevant awards and projects

Interests

Mark Cuban
- President
- 5,423,714 followers

Bill Gates
- Co-chair, Bill & Melinda Gates Foundation
- 22,869,329 followers

Jeff Weiner
- CEO at LinkedIn
- 10,010,051 followers

Beta Kappa Psi
- 37,388 members

Microsoft
- 8,853,225 followers

Oracle
- 4,357,227 followers

Industry interests
Other ways to network

- Ask your friends and older students about their experiences in industry or research
- Go to career fairs at UNC
- Go to company events at UNC
- Reach out to acquaintances at companies you’re interested in
- Go to hackathons or other applicable events; companies are often there recruiting
Thanks!

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